

# WISCONSIN DEPARTMENT OF REGULATION & LICENSING



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**STATE OF WISCONSIN**  
**BEFORE THE AUCTIONEER BOARD**

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**IN THE MATTER OF DISCIPLINARY**

**PROCEEDINGS INVOLVING:**

<b>SHELDON GOOD &amp; COMPANY and STEVEN L. GOOD,</b>	<b>FINAL DECISION AND ORDER</b>
<b>RESPONDENTS</b>	<b>LS0012112AUC</b>

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The parties to this action for the purpose of Wis. Stats. sec. 227.53 are:

Steven L. Good

356 N. Deere Park Drive

Highland Park, Illinois 60035

Sheldon Good & Company

333 West Wacker Drive

Chicago, Illinois 60606

Wisconsin Auctioneer Board

P.O. Box 8935

Madison, WI 53708-8935

Department of Regulation and Licensing

Division of Enforcement

P.O. Box 8935

Madison, WI 53708-8935

The parties in this matter agree to the terms and conditions of the attached Stipulation as the final disposition of this matter, subject to the approval of the Board. The Board has reviewed this Stipulation and considers it acceptable.

Accordingly, the Board in this matter adopts the attached Stipulation and makes the following:

**FINDINGS OF FACT**

- 1. STEVEN L. GOOD** ("Good"), 356 N. Deere Park Drive, Highland Park, Illinois, 60035 is an auctioneer, registered in the State of Wisconsin pursuant to license #52-1383, originally granted on July 22, 1998. Good is a licensed real estate broker, registered in the State of Wisconsin pursuant to license # 90-25362, originally granted on April 17, 1981.
- 2. SHELDON GOOD & COMPANY** ("Sheldon Good") is a licensed auction company, registered in the State of Wisconsin pursuant to license # 53-78, originally granted on March 1, 1995.

3. On June 16, 1998, Sheldon Good entered into a written real estate auction agreement with Fred W. Storm, the owner of a 15-unit condominium complex in Lake Mills, Wisconsin. A copy of the real estate auction agreement is attached and marked as **Exhibit 1**.
4. The parties did not use the state approved listing contract form for the sale of real estate. Sheldon Good prepared a real estate auction agreement in consultation with Storm and his legal counsel.
5. Pursuant to the terms of the agreement, Storm paid a sum of \$38,000.00 to Sheldon Good prior to the auction. The money paid by Storm constituted pre-paid advertising expenses, which was subject to refund to Storm in the event that the actual marketing expenses were less than the funds, which he advanced. In fact, the marketing expenses were far greater than those advanced, and Mr. Storm still owes Good money.
6. The auction agreement provided that Sheldon Good would receive all earnest money or similar deposits from a sale of the property and hold such payments in an escrow account pending consummation of the sale.
7. On or about August 2, 1998, Sheldon Good conducted the real estate auction of Hatchery Commons.
8. Steven L. Good was the designated auctioneer and a project salesperson for the Hatchery Commons auction.
9. Upon completion of the auction, Storm requested a complete and detailed accounting of the auction and marketing expenses. Good did not provide an accounting report of the marketing expenses on the basis that the auction agreement only required an accounting report if the seller was entitled to a refund. Good notified Storm that all of the marketing funds were spent and that Storm was not entitled to a refund.
10. On December 7, 1999, the Department conducted an on-site audit of the auction records of Sheldon Good. The Department Auditors found that the pre-paid marketing expenses received from Storm were not deposited into an auction trust account, but rather were held in a separate client escrow account as agreed to by the parties and provided in the auction agreement.
11. The Department Auditors found that the auction contract and advertisement did not include the registration number of auction company and the name of the designated auctioneer.

### **VIOLATIONS**

Based on the foregoing, Respondents **STEVEN L. GOOD** and **SHELDON GOOD & COMPANY** have violated:

a) s. 480.16 Wis. Stats. by depositing all down payments, earnest money or other trust funds received by an auctioneer or auction company on behalf of the auctioneer's principal into a separate client escrow account, instead of the required common trust account maintained by the auctioneer for that purpose in a bank, savings and loan association or credit union authorized to do business in this state and is designated by the auctioneer or auction company pending the consummation or termination of the transaction.

b) s. 480.14 (3) (a), Wis. Stats. by failing to provide to each owner or consignor of goods or real estate that was sold or attempted to be sold at the auction an accounting of all moneys due the owner or consignor, due to a contractual provision between the parties to the contrary.

c) RL 124.02 (1) and RL 123.03(1) Wis. Adm. Code, by failing to include the registrant's state registration number in the auction agreement and advertising.

### **ORDER**

NOW, THEREFORE, IT IS HEREBY ORDERED, that the attached Stipulation be hereby accepted.

IT IS FURTHER ORDERED, that the auctioneer license of **STEVEN L. GOOD (Lic. #52-1383)**, and the auction company license of **SHELDON GOOD & COMPANY'S (Lic. #53-78)** be, and hereby are **REPRIMANDED**.

IT IS FURTHER ORDERED, that the Respondents shall pay partial costs of **\$550.00** and a forfeiture in the amount of **\$1000.00**, within 30 days of the date of this Order by making payment of the same to the Department of Regulation and Licensing, P.O. Box 8935, Madison, WI 53708-8935.

IT IS FURTHER ORDERED, that file **98 AUC 027** and **99 AUC 024** shall be and hereby are closed.

Dated this 11<sup>th</sup> day of December, 2000.

**WISCONSIN REAL AUCTIONEER BOARD**

Marie Skic-Loy

A member of the Board